

ORDER



KSNV

Orders
Order / Rev: 108242
Alt Order #: 06867612
Product Desc: Horsford/DCCC
Estimate: 2229
Flight Dates: 10/25/12 - 10/25/12
Original Date / Rev: 10/24/12 / 10/24/12
Order Type: GENERAL

Primary AE: Amy McCreary
Sales Office: BLPHI
Sales Region: National

Agency
Name: GMMB, Inc./ Washington D.C.
Buying Contact:
Billing Contact:
 Washington Harbor
 Washington, DC 20007

Billing Type: Cash
Billing Calendar: Broadcast
Billing Cycle: EOM/EOC
Agency Commission: 15%

Advertiser
Name: DCCC/ Horsford
Demographic: A35+
Product Codes: PLC02
Priority: SELECT PRIORITY CODE
Revenue Codes: POLITICAL/AGY, PCAN, GEN

New Business Thru:
Order Separation: 00:05:00
Advertiser External ID:
Agency External ID:

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/01/12	10/25/12	23	\$15,025.00	\$12,771.25

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
October 2012	23	\$15,025.00	\$12,771.25	0.00
Totals	23	\$15,025.00	\$12,771.25	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Amy McCreary			Start Of Order - End Of Order	100%

Order Share

	Share	Total
KSNV	24%	\$15,025.00
Market	100%	\$62,604.17

Competitive Share

	Share	Total
CABLE	0%	\$0.00
KBLR	0%	\$0.00
KFBT	0%	\$0.00
KINC	0%	\$0.00
KLAS	26%	\$16,277.08
KLVS	0%	\$0.00
KSNV-	0%	\$0.00
KTNV	25%	\$15,651.04
KTUD	2%	\$1,252.08
KVVU	18%	\$11,268.75
KVWB	0%	\$0.00
LV1	0%	\$0.00
UNKWN	5%	\$3,130.21

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	KSNV	10/25/12	10/25/12	M-F 5-6a WakeUp w/WagM	5-6a		---T---	:30	1	\$450.00	1	0.00	NM	1	\$450.00
WAKE UP WITH THE WAGNERS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	---T---				1		\$450.00		0.00			

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Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	KSNV	10/25/12	10/25/12	M-F 5-6a WakeUp w/Wagners M-F 5-6a WakeUp w/Wagners	CM	5-6a	---T---	:30	1	\$450.00	1	0.00	NM	1	\$450.00
WAKE UP WITH THE WAGNERS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/22/12	10/28/12	---T---	1		\$450.00		0.00						
E 2	KSNV	10/25/12	10/25/12	Wake Up Early w/ Wagners Wake Up Early Wagners	CM	430a-5a	---T---	:30	1	\$200.00	1	0.00	NM	1	\$200.00
WAKE UP EARLY W/THE WAGNERS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/22/12	10/28/12	---T---	1		\$200.00		0.00						
E 3	KSNV	10/25/12	10/25/12	M-F 6-7a WakeUp w/Wagners M-F 6-7a WakeUp w/Wagners	CM	6-7a	---T---	:30	1	\$700.00	1	0.00	NM	1	\$700.00
WAKE UP WITH THE WAGNERS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/22/12	10/28/12	---T---	1		\$700.00		0.00						
E 4	KSNV	10/25/12	10/25/12	Today Show Today Show	CM	658a-9am	---T---	:30	1	\$900.00	1	0.00	NM	1	\$900.00
TODAY SHOW															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/22/12	10/28/12	---T---	1		\$900.00		0.00						
E 5	KSNV	10/25/12	10/25/12	M-F Today Show II 3rd Hour M-F Today Show II	CM	9-10a	---T---	:30	1	\$425.00	1	0.00	NM	1	\$425.00
TODAY SHOW II															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/22/12	10/28/12	---T---	1		\$425.00		0.00						
E 6	KSNV	10/25/12	10/25/12	M-F Today Show III 4th Hour Today 4th Hour	CM	10am-11am	---T---	:30	1	\$325.00	1	0.00	NM	1	\$325.00
TODAY SHOW III															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/22/12	10/28/12	---T---	1		\$325.00		0.00						
E 7	KSNV	10/25/12	10/25/12	Rachael Ray Rachael Ray	CM	11am-12pm	---T---	:30	1	\$325.00	1	0.00	NM	1	\$325.00
RACHEL RAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/22/12	10/28/12	---T---	1		\$325.00		0.00						
E 8	KSNV	10/25/12	10/25/12	Noon News Noon News	CM	12-1230pm	---T---	:30	1	\$425.00	1	0.00	NM	1	\$425.00
NEWS 3 AT NOON															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/22/12	10/28/12	---T---	1		\$425.00		0.00						
E 9	KSNV	10/25/12	10/25/12	The Agenda 1230pm The Agenda 1230pm	CM	1230-1p	---T---	:30	1	\$325.00	1	0.00	NM	1	\$325.00
NEWS 4: THE AGENDA															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/22/12	10/28/12	---T---	1		\$325.00		0.00						
E 10	KSNV	10/25/12	10/25/12	Days of our Lives Days of our Lives	CM	1258p-2pm	---T---	:30	1	\$425.00	1	0.00	NM	1	\$425.00
DAYS OF OUR LIVES															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/22/12	10/28/12	---T---	1		\$425.00		0.00						
E 11	KSNV	10/25/12	10/25/12	The Doctors The Doctors	CM	2pm-3pm	---T---	:30	1	\$325.00	1	0.00	NM	1	\$325.00
THE DOCTORS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/22/12	10/28/12	---T---	1		\$325.00		0.00						
E 12	KSNV	10/25/12	10/25/12	Dr. Phil Dr Phil	CM	3-4p	---T---	:30	2	\$450.00	1	0.00	NM	2	\$900.00
DR. PHIL															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/22/12	10/28/12	---T---	2		\$450.00		0.00						
E 13	KSNV	10/25/12	10/25/12		CM	4-5pm	---T---	:30	1	\$725.00	1	0.00	NM	1	\$725.00

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NEWS 3 at 4 (1 HOUR) 4PM NEWS (1 hour) FIRST NEWS 3 AT FOUR <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/22/12 10/28/12 ---T--- 1 \$725.00 0.00															
E 14	KSNV	10/25/12	10/25/12	NEWS 3 at 4 (1 HOUR)CM 4PM NEWS (1 hour)		4-5pm	---T---	:30	1	\$725.00	1	0.00	NM	1	\$725.00
NEWS 4 AT 430P <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/22/12 10/28/12 ---T--- 1 \$725.00 0.00															
E 15	KSNV	10/25/12	10/25/12	M-F Early News M-F Early News	CM	5-630p	---T---	:30	2	\$1,200.00	1	0.00	NM	2	\$2,400.00
EARLY NEWS <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/22/12 10/28/12 ---T--- 2 \$1,200.00 0.00															
E 16	KSNV	10/25/12	10/25/12	M-F Jeopardy M-F Jeopardy	CM	630-7pm	---T---	:30	1	\$1,300.00	1	0.00	NM	1	\$1,300.00
JEOPARDY <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/22/12 10/28/12 ---T--- 1 \$1,300.00 0.00															
E 17	KSNV	10/25/12	10/25/12	M-F Wheel M-F Wheel of Fortune	CM	7-730pm	---T---	:30	1	\$1,300.00	1	0.00	NM	1	\$1,300.00
WHEEL OF FORTUNE <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/22/12 10/28/12 ---T--- 1 \$1,300.00 0.00															
E 18	KSNV	10/25/12	10/25/12	FacetoFace/Ralston RepCM FacetoFace/Ralston Report		730-758pm	---T---	:30	1	\$900.00	1	0.00	NM	1	\$900.00
FACE TO FACE W/ JON RALSTON <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/22/12 10/28/12 ---T--- 1 \$900.00 0.00															
E 19	KSNV	10/25/12	10/25/12	M-F News 3 at Eleven M-F News 3 at Eleven	CM	11pm-1135pm	---T---	:30	1	\$1,200.00	1	0.00	NM	1	\$1,200.00
NEWS 3 NIGHTSIDE <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/22/12 10/28/12 ---T--- 1 \$1,200.00 0.00															
E 20	KSNV	10/25/12	10/25/12	The Tonight Show Tonight Show	CM	1135p-1236a	---T---	:30	1	\$500.00	1	0.00	NM	1	\$500.00
TONIGHT SHOW W/ JAY LENO <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/22/12 10/28/12 ---T--- 1 \$500.00 0.00															
E 21	KSNV	10/25/12	10/25/12	Late Night w/Fallon Late Night w/Fallon	CM	1236a-136am	---T---	:30	1	\$250.00	1	0.00	NM	1	\$250.00
LATE NIGHT W/JIMMY FALLON <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/22/12 10/28/12 ---T--- 1 \$250.00 0.00															
													Totals	23	\$15,025.00